EXHIBIT 27
REDACTED

Active Line Item (ALI) Limit exceptions

Google

Confidential : Proprietary

Today we will introduce new Limits plans and discuss how to handle Exceptions

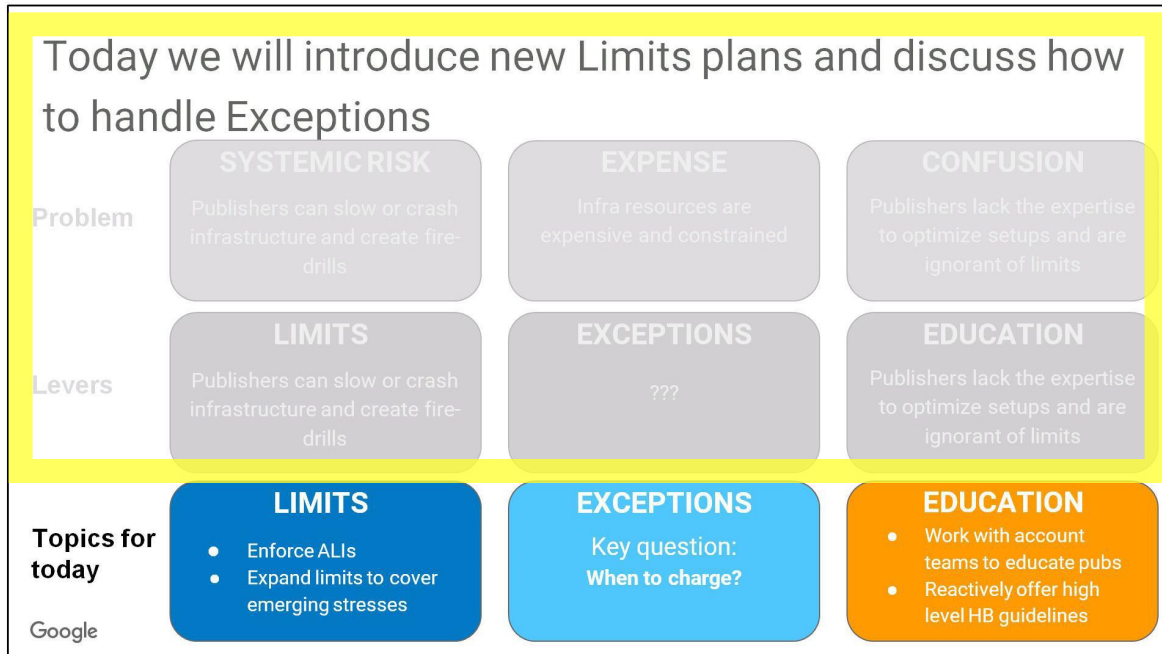|			
Problem	**SYSTEMIC RISK** Publishers can slow or crash infrastructure and create fire-drills	**EXPENSE** Infra resources are expensive and constrained	**CONFUSION** Publishers lack the expertise to optimize setups and are ignorant of limits
Levers	**LIMITS** Publishers can slow or crash infrastructure and create fire-drills	**EXCEPTIONS** ???	**EDUCATION** Publishers lack the expertise to optimize setups and are ignorant of limits

Topics for today

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LIMITS	**EXCEPTIONS**	**EDUCATION**
• Enforce ALIs • Expand limits to cover emerging stresses	Key question: **When to charge?**	• Work with account teams to educate pubs • Reactively offer high level HB guidelines

Executive summary

BACKGROUND
- <mark>DRX has a limit of 61K Active Line Items (ALIs) per network</mark>
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- The 61K limit is not enforced but will be enforced starting in Q1
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COMPLICATION
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KEY QUESTIONS
- How should we handle requests for exceptions to the Active Line Item limit?

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